LEO BURNETT U.S.A.
A DIVISION OF LEO BURNETT COMPANY, INC.
Ad No. TT-230—Desk Pad—Military—Reg. No. 22874—Page—B&W—Trade Magazines, 1976 (A)
Printed in U.S.A.

Memo for any day:

"Don't be out of stock on Philip Morris brands."

Philip Morris brands hold their old friends and make new ones every day. Last year they gained more sales than the rest of the industry combined.

If those loyal smokers don't see Philip Morris brands on your shelves and in your machines, they'll be disappointed.

Check your Philip Morris order often. Remember, today is your only chance to make today's sales.

5-Year Report: Philip Morris is the only company with gains in both unit sales and market share for each of the past five years.

Philip Morris U.S.A. Sales, 1971-75*

	Billions of Cigarettes	Cigarette Market Share
1971	97.2	18.1%
1972	110.6	20.0%
1973	122.9	21.3%
1974	133.2	22.5%
1975	141.4	23.6%

*Source: Maxwell Report, courtesy of Maxwell Division of Wheat, First Securities, Inc.

The Profit Makers come from Philip Morris USA

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Source: https://www.industrydocuments.ucsf.edu/docs/srkn0003
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